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VOL. 2—NO. 21

KIRK SMITH, Editor-Owner

Ocean Beach, California, Friday, April 11, 1924

PHONE POINT LOMA 17

FIVE CENTS THE COPY

Everybody Invited Special Civic Meet Next Monday Night

FINE OPPORTUNITY

FOR COMMUNITY HALL AT OCEAN BEACH

At a preliminary meeting held in the Congregational Church last Monday night by an impromptu committee of a dozen or so representative residents of Ocean Beach, the first step was taken toward securing a community hall for this district. The editor of *The Beach News* was among those present and has been requested to make public the general objective sought to be obtained.

Summed up, it may be said that **YOU and YOUR NEIGHBOR and EVERYBODY** who resides or owns property here, or who has the best interests of the beach at heart, would be happy to have a community hall for the use of the public.

Panoramic PICTURES that were taken last week, for sale at Froide's Studio, opp. P. O.

Northern Nuptials In Midst of Life

By KATHERINE

DR. N. F. ADAMSON

WEDS MRS. CLARA NOLTE

IN LOS ANGELES

Of interest to the many friends and acquaintances of Mrs. Clara Nolte and Dr. Nils Frederick Adamson, will be the announcement of their marriage in Los Angeles on Saturday, April 5, the wedding ceremony taking place at the apartments of Mrs. N. A. Westerland, a Bellingham friend of the bride. The marriage had been arranged for next fall, but was set ahead to the earlier date to accommodate a Washington patient who desired to try the merits of the Swedish treatment by Dr. Adamson, who is a specialist in nerve disorders. The impressive ring ceremony was performed by Rev. W. H. Fishbaum, a Presbyterian clergyman, in the presence of many Los Angeles friends of the couple. The color note in the rooms was carried out in lavender and white, using Iris and Narcissus, while the corsages worn by the wedding party were made up of orange blossoms, orchids and Sunburst roses. During the responses to the marriage lines Miss Marion Westerland played softly on muted violin, accompanied by Hallie Westerland, on the piano. The going away gown worn by Mrs. Nolte was of taupe satin shot with pink and a touch of delft blue was accented by long beads of the same color. The wedding journey begun on the steamer Ruth Alexander to Bellingham, Wash., will later include a trip to Denver, Colorado, and finally to Honolulu. The party north included Mrs. N. A. Westerland, Miss Marian Westerland and Miss Hallie Westerland, who spent twelve weeks in Southern California.

THE BEAUTY SHOP
Phone Point Loma 63-W.

CAUGHT AND FINED

FOR MAKING MOONSHINE

AT OCEAN BEACH

Police-Sergeant Neusom and Officers Oder and Webster arrested a man named W. Lawrence in a house on Whittier street last week on a charge of violation of the Wright act. They also confiscated a twenty-gallon still, six gallons of whiskey and 200 gallons of mash. On his appearance before Judge Chambers, the accused Lawrence was fined \$100. He is said to reside in San Diego and to be the owner of the property where he was captured.

The opportunity has arrived.

YOUR ADVICE IS WANTED.

Be present at the special meeting arranged for next Monday evening, April 14, at the Congregational church on Santa Monica Ave. It will be a citizens' meeting for the benefit of everybody, without regard to religious or political affiliations.

The object desired is to get **YOUR VIEWPOINT** toward the upbuilding of the beach.

Your suggestion may form the nucleus of the best plan for the promotion of a real civic center so long needed here.

NOW IS THE TIME TO ACT.

You are earnestly requested to attend the civic meeting at the Congregational church next Monday night, April 14.

Get your EASTER NOVELTIES at the Newport Shoppe—A big selection to choose from.

CHARLES L. SLAUGHTER

MEETS TRAGIC END

WHILE ON DUTY

The many friends of Charles L. Slaughter, 4935 Niagara avenue, were sadly shocked to hear of his tragic death on Sunday morning, April 6, when he met with a fatal fall in the elevator shaft of the First National Bank Building, where he was employed as janitor.

It is stated that early on Sunday morning Mr. Slaughter took the nightwatchman, J. T. Jennings, to the top floor in the elevator, which he failed to stop and it ascended five feet above the floor, where it was blocked by the automatic safety control.

As it was impossible to start the car again until the safety device had been unlocked, Mr. Slaughter opened the elevator door and jumped down to the floor, but lost his balance as he struck the floor and toppled over backwards into the shaft, falling 12 stories.

Mr. Jennings jumped safely a little later and, running down the stairway to the street, notified the police of the accident. The body of Mr. Slaughter was transferred to the Bradley-Woolman undertaking establishment, where funeral services were held yesterday, and interment taking place in Mount Hope Cemetery.

He was the husband of Emily E. Slaughter, father of Erol R., Edna Y., of Ocean Beach, and Charles L. Slaughter, Jr., of San Diego; Mrs. Philip Alexander of San Francisco, Calif.; stepfather of James B. Hamilton, Santa Rosa, Calif., and Mrs. C. C. Fiske, Oakland, Calif.; brother of Mrs. Nancy Lyons, Mrs. Rosa Taylor, Anna, John, Pleasant and Thomas Slaughter of Redding, Calif. The deceased was a native of California, aged 66 years, and a member of Miramar Camp, No. 54, W. O. W.; also of San Diego Parlor, No. 108, N. S. G. W. The staff of the BEACH NEWS extends deepest sympathy to the widow and bereaved family.

FLOWERS AND VEGETABLE PLANTS—A nice stock to pick from at the O. B. Feed, Fuel and Express.

FIRST-AID INSTRUCTION

FOR BOY SCOUTS

Troop 59 of Pacific Beach and Troop 61 of Ocean Beach were given instruction last week in the second-class requirements of first aid in bandaging by Paul Brust.

Stationery Supplies, Froide's, opp. P.O.

"LOMA LORE"

By WINIFRED DAVIDSON

Point Loma, California

Book rights reserved.

(Continued from Last Week.)

In 1542! We must remember that it was here on Point Loma where our feet know familiar ways that the feet of white men first trod; that here, in the name of his august majesty, Charles of Castile and Aragon, brave Cabrillo, nearly four hundred years ago, took possession of earth that we can today lift and hold in our hands.

Who was Cabrillo? Of his birth somewhere in Portugal no entry has come to light. He appears in Spanish history as a navigator whom Alvarado (Ahl-rah-rah-doh) had employed to aid in explorations to the west. It is told that he arrived in Mexico about the time that his employer was killed by a native. There he was placed in command of the northern party of exploration, his appointment being confirmed by the Viceroy Mendoza (Mayn-doh-thah).

Cabrillo sailed out of Navidad (Nah-vee-dahd), accompanied by Bartolome Ferrello (Bah-toh toh-may Fay-ree-loh), as pilot, on June 27; and that summer and fall of 1542 was, as far as the modern world knows, his whole career. Coasting from place to place, anchoring at night and sailing by day, he came, in October, to the island of San Miguel in the Channel of Santa Barbara, there fell and broke his arm near the shoulder; and there returned to die, January 3 of the next year.

The log of Cabrillo reveals his character; and it is pleasant to find recorded of him none but noble deeds. A map that he made was published in Spain in 1770, and in an old Spanish book, printed in Madrid, there is his own account of his travels. In it he speaks of the signal fires on these hills.

Soon after coming in sight of a prominence, a slender thread of smoke ascended and they in the ships knew that Indians over here were watching and reporting to other watchers on other hills; a marvel—two great gray-white birds were moving northward over the waters!

His treatment of the Indians was generous. He wrote that on the night of that first day here, his men came ashore, meeting three people to whom they gave presents. Certainly that should mean something to our imagination. The scene is at old La Playa. Three Indians tarry while their more timorous brethren flee. Can you not fancy the pantomime, the lively gesturing, the friendly smiles, the mute interchange of news?

It was that night that Cabrillo learned that the natives knew of Coronado's wanderings in the interior. "Next day, in the morning," the old diary goes on, "they went with the boat farther into port, which is large, and brought two boys who understood nothing but signs. They gave shirts to both and sent them away immediately."

Two stupid boys they must have been—and frightened, no doubt, out of what wits they had come into the world with. Un-clothed and took back to their astonished people two nice new shirts—their first and only—we may say.

This incident should be as much a part of the history of the United States and as familiar to all American children as that of Massasoit's corn kernels. It is one of our beginnings; authentic; and there is a touch of nobility in it; for, though on the night of that first day our Loma Indians fetched arrows and shot, wounding three of the ships' men, Cabrillo's entry here was in peace. The Guacamal (Qwah-kah-mahl), as the natives called the visitors, came not to conquer, nor seeking gold; but bearing gifts and speaking in kindly tones came to see and to learn.

The ships remained safely anchored within the bay for six days; though during that time their first storm, a heavy gale from the southwest, raged outside.

When all was calm they sailed northward; and then once again for another sixty years, while the little boys with the new shirts had time in which to grow to be aged men—this stretch of land, an island sometimes, if San Diego River happened to be flowing across Dutch flats; a peninsula when the river went out to sea on the other side—returned to its primeval silence.

VIZCAINO

By Winifred Davidson

Cabrillo's visit to our Loma hill became a legend passed along from sire to sons and daughters; told around old fires,

Built on these beaches when the wind was still

At evening, and the folk had had their fill

Of fish and roasted seeds; and the loud choirs

Of larks and mockingbirds were hushed. Desires

For old tales woke again—tales told until

From Acapulco Vizcaino brought

His soldiers, sailors, priests—four hundred men—

Seeking as in the Golden Hind bold

Drake had sought

The straits of fabled Anian. And then

There was a stir of wonder with wild terror fraught:

The feet of lordly white men here again!

III.

VIZCAINO

The diary of the Spanish navigator who rediscovered and renamed the islands and waters about Point Loma begins in this way:

"In the reign of our Lord, King Philip, the third of this name, the Most Illustrious Señor Don Gaspar de Zuñiga and Azevedo, Count of Monte Rey (Sayn-yohr Dohn Gahs-pahr day Thoon-ye-goh and Ah-thay-vay-doh . . . Mohn-tay Ray) being viceroy, governor and captain-general of this New Spain (Mexico) an exploration was made of the ports, bays and inlets of the coast of the South Sea from Cape Mendocino (Mayn-doh-thee-noh) by order of his Majesty, for certain purposes of the royal service, Sebastian Vixcayno (Say-bahs-tee-ahn Veeth-kah-ee-noh, a resident of Mexico, being the general under whose charge and orders went the seamen and soldiers of the said expedition, in the year one thousand six hundred and two."

Here Vizcaino records names that have persisted among us for over three hundred years. Mendocino you know well; and Monterey. Azevedo is a family name well known on Point Loma. If you look at an official chart of our harbor you will find Zuñiga Shoals, off the southern end of the jetty. It is interesting to note the sources of these high-sounding Spanish place names; to be able to guess the reasons for their bestowal hereabouts.

Cabrillo has been given credit for assigning many of our local names. Even so noted an authority as Gertrude Atherton says in her "California, An Intimate History":

" . . . Cabrillo, convinced that the beautiful coast rising before his galleons was California (or might as well be) sailed into two of its bays and named them San Diego and Monterey."

Not Cabrillo, but Vizcaino, gave these permanent names. Cabrillo had called our bay San Miguel, you remember; a name that it never held except on paper. Though Vizcaino covered practically the same course as Cabrillo, nothing in his record shows that he was aware of the discoveries of his predecessor. It was all new business to him and his companions; new territory, untouched by other explorers, as far as their knowledge took them.

(Continued next week)

Beach Mass Meeting Next Wednesday Night CELEBRATION FOR NEW FAST RAILWAY

PROMINENT SPEAKERS

TO TALK ON IMPORTANT

BEACH SUBJECTS

Arrangements have been made for Mayor John L. Bacon and a number of well-known speakers to discuss subjects of vital interest to the beach at a special mass meeting to be held at the Congregational Church on next Wednesday evening, April 16th.

Special—Fine ripe BANANAS, 25c and 35c per dozen. OMAHA MARKET, Newport Ave.

O. B. Library

MARGARET RANKIN, Librarian

The Ocean Beach Branch Library not only reached its 5000 goal, but went well over; the total number of books circulated in March was 5601, which was 708 over February, and 1345 more than March, 1923. We are making a wonderful growth, and it also shows that the Beach is growing rapidly.

Some more juvenile fiction received:

"Fidelis," Abbott; "Rivals for the Team," Winning his Game," Barbour; "Jack Among the Indians," "Jack, the Young Cowboy," "Jack, the Young Trapper," Grinnell; "Pursuit of the Apache Chief," "Scouting on the Borders," "Trail of the Mohawk Chief," Tomlinson; "Tom, Dick and Harriet," Barbour; "Lass of the Sword," "White Fire," Du Bois; "Catty Atkins, Sailorman," Kelland; "Continental Dollar," Knipe; "Sheldon Six: Connie," Remick; "Nancy and Nick in Helter-Skelter Land," "Nancy and Nick in Topsy-Turvey Land," Barton. "Teenie Weenies in the Woodwood," Donehey; "Lone Bull's Mistake," Schultz

CORSETS, Abdominal Supports, and Body Braces made to measure. 4960 Saratoga avenue, Ocean Beach.

Kodak Films, FROIDE'S, opp. P.O.*

Ocean Theatre

SPECIAL PROGRAMS

EVERY NIGHT EXCEPT

MONDAY AND TUESDAY

Manager Ray Ericsson is now booking a fine list of shows at the Ocean theatre for every Sunday night in the week, except Mondays and Tuesdays. That wonderfully successful play, "His Children's Children," with an all-star cast, has been booked for tonight (Friday), and Saturday night, and on Sunday Harry Carey comes in "Crashin' Thru" with "Fighting Blood" and news and comedy. The mid-week feature will be a special of the first water, and it will be advisable to go early to avoid the crush.

If all arrangements are perfected satisfactorily, it can now be told that Manager Ericsson will very likely have a fine new theater for his patrons ere long.

Expert Shoe Repairing, popular prices. O. B. Shoe Shop, 1922 Bacon.

WILLETT LANDS IN JAIL

C. S. Willett, who is alleged to have passed several bogus checks in Ocean Beach, was caught in Oakland, California, early this week, and is now in jail in San Diego, where he is being held under \$500 bail for trial in Superior Court.

Kodak Finishing FROIDE'S opp. P.O.*

Refreshments will be served and a good, old-fashioned get-together gathering is desired.

Official announcement will be made concerning the opening of the new fast electric railway line, and efforts will be made for staging a suitable celebration to mark this notable event for the beach district.

Your attendance is particularly requested. Be there!

EVERYBODY INVITED!

It will do your EYES good to see CASTIEN, Rooms 16-17, Sefton Bldg., Fifth and C. Phone 644-27.

Pre-Easter Music

NOTABLE PROGRAM

AT O. B. BAPTIST CHURCH

DURING NEXT WEEK

A notable offering of Pre-Easter music will be given at the services at the Ocean Beach Baptist Church next week. The numbers will include (Sunday) morning: Processional, "Onward Christian Soldiers" (Sullivan); "The Palms" (Faure); "Behold the Man" (Rossini); "March to Golgotha" (Stainer). Evening: "Inflammatus" and "Cujus Aminam" (Rossini); "O, Savior of the World" (Buck); "Ride on in Majesty" (Stebbins).

Wednesday evening: Alto and tenor duet, "There is a Green Hill" and a program of selected songs.

Friday evening, with orchestra, "Thou' Your Sins be as Scarlet"; solo, "He Was Despised," from "The Messiah"; "On Calvary's Brow" (Sweeney); "When Thou Comest" (Rossini).

The public is cordially invited to all these services.

EASTER CARDS—FROIDE'S, opp. P. O.*

SAILOR BOYS

ON SOUTHERN CRUISE

DUE HOME SOON

Within the next ten days all of the war vessels of the Pacific Fleet are due to arrive at their Southern California bases from their practice cruise in Atlantic waters. The fleet has been absent over two months and a hearty welcome awaits the sailor boys upon their return to their home port.

Cream Puffs, Cream Rolls, and Apple Turnovers; also French Pastry—Special at the O. B. BAKERY, Saturday. Phone Pt. Loma 72-W.

CITY COUNCIL

VOTES MISSION BAY

OPEN TO HUNTERS

The efforts of various organizations and a number of citizens toward making a bird sanctuary of Mission Bay came to naught this week when the City Council voted to leave that bay to hunters. Councilors Heilbron and Held supporting the sanctuary, but were voted down three to two. It is claimed that many wild birds are being slaughtered and will eventually become extinct.

Order your Certified BABY CHICKS now at O. B. Feed, Fuel and Express. Phone, Pt. Loma 20W.

Mrs. S. E. Jordan, formerly owner of the Peek-In Tea Rooms, has moved to Point Loma.

Picture Frames. FROIDE'S, opp. P. O.

Daddy's Evening Fairy Tale

by MARY GRAHAM BONNER

CHICKEN CHATTER

"Cluck, cluck," said Mother Hen. "It is the springtime and my little ones will soon be bursting out of their shells."

"Such dear little soft chicken pets as they will be. Cluck, cluck," said Mother Hen. "I am getting most excited."

"No one must annoy me. I want to give all my time and hen attention to the little brood."

In a very short time the little brood was following around after Mother Hen.

And a fine little brood she had! "Such soft yellow down coats as my darlings have," said Mother Hen.

"And you're a beautiful Mother Hen," they said.

Mother Hen gave a funny hen grin as much as to say:

"I've never been famous for my hen beauty but I'm glad my chickens think I'm beautiful. That shows what love will do. They love me and want to stick close to me, and they think I'm beautiful."

"Oh well, oh well, it is nice to have some think you're beautiful even if they're looking at you with eyes of love rather than eyes that see things just exactly as they are."

"My little darlings," Mother Hen said aloud. "So soft and dear you look, and you will follow me about and I will show you the things you must do."

"You must scratch in the ground for food. You will be given grain and seeds but always look for more."

"You must eat and grow strong."

"And you never have to think much beyond that. Run out of the way if anything seems to be coming dangerously near to you."

"The center of the road is never a



"What a Fine Brood I Have."

wise place for any chicken to be, but I forget this rule myself very often. So probably you will, too."

"But stay near Mother Hen and she will help you."

"Peep, peep," said the little chickens, "we will do that."

"You don't have to study to be famous. You don't have to do much of anything."

"You can wander about, scratching the ground here and there, and always rushing to the farmer when he comes out with any dish or pan or pail that looks as though food might be in it."

"Life will be easy for you."

"Of course, when you outgrow your dear little baby looks you will be at the awkward age in chicken circles when you're neither cunning, nor big and handsome."

"But do not let that worry you."

"Peep, peep," said the little chickens, "we won't."

Cackle, cackle, cackle, said Mother Hen. "What a fine brood I have! Never could there be a finer brood."

And the little chickens stuck close to their mother and said:

"Peep, peep, mother, what a dear mother hen we have."

"Peep, peep, peep, peep, that's the truth, dear mother hen."

And Mother Hen thought the chicken chatter was very sweet, very sweet, indeed!

The Mystery

Elizabeth came to school one day in a state of suppressed excitement. Going straight to the teacher's desk, she exclaimed excitedly:

"I've got a new little sister!"

"How very nice," replied the teacher.

"Yes," said Elizabeth, "but this is only a half-sister."

"Why, that doesn't make any difference, does it?"

"No, but I never can understand where the other half is."—Harper's Magazine.

A Bald Fact

Bessie, age four years, who was downtown with her mother, caught sight of a bald-headed man.

"O, mother," she exclaimed in high shrill tones, "just see that man! He hasn't a hair on his head. Isn't it sad?"

"Hush!" replied her mother. "He will hear you."

"O," replied Bessie in subdued tones, "doesn't he know it?"—Everybody's Magazine.

Nosed Out

Teacher to the Class—Does anyone know how iron was discovered?

Pupil—Yes, sir.

Teacher—Well, tell this class your information.

Pupil—Please, sir, they smelt it.

SUBSCRIBE NOW!

A Touch of Love

by Grace E. Hall

When impulse moves, and mind, obeying, starts

Some new endeavor towards a worthy goal,

There is a noble longing that imparts

A sudden, swift elation to the soul.

From whence it comes there is no voice to tell,

Yet strongly moves the current, and we know

A force beyond our own is in the spell

That touches us with such a vital glow.

While this quick impetus impels, and move

With faces towards our destination, strong

To gain, to do, and all the while improve

The hours until the task be well along;

But when at length 'tis done, we need a hand

That comes to clasp our own, swift, unaware,

We need another soul to understand,

Some one simply to care for us—just care.

For, after all, the finest and the best

Of human effort needs a touch of love

To bring completion. Stronger than rest

Of nature's calls is this one from above;

The lure of fame may urge us, or command

Our highest mental forces everywhere,

But still we need some one to understand—

Some one to simply care for us—just care.

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Felt's Soft Water Laundry

BEST LAUNDRY IN THE CITY

Phone Main 420.

2044 India Street, San Diego

WET WASH—25 lbs. for \$1.00.

No marking on the clothes. All clothes nicely washed, rinsed and blued.

SEMI-FINISH—7c per pound, and 1c a piece. Prompt delivery service.

ROUGH DRY — Family Dry

Wash — 6c per pound, and all Flat Work finished at 1c a piece for everything in the bundle. No bundle less than 75c.

Satisfactory Service Guaranteed.



Prescriptions

QUALITY comes first—

We have it.

SERVICE comes next—

We give it.

SATISFACTION is what you want—

We guarantee it.

OCEAN BEACH PHARMACY

Corner Bacon and Newport Aves. F. H. KRAFT, Prop.
We are as close to you as your phone—Call Point Loma 70-J

BUNGALOW GROCERY

E. H. WICKERN, Prop.

Corner Defoe and Niagara Avenue

CHILDREN LOVE

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Fresh Eggs Daily, 30c and 32c doz.

Harmless Egg Dyes—All Colors.

Candy EASTER EGGS, Chocolate

Eggs—"Get a Pink Center" and get a big Candy Egg FREE.

We deliver any quantity, anywhere, at any time.



DAILY TRIPS TO SAN DIEGO AND POINT LOMA

REID TRANSFER

1885 Bacon Street. FREIGHT JOBBOING Ocean Beach

Residence Phone BAGGAGE MOVING Office Phone

Point Loma 125-J STORAGE Point Loma 136

FEED, FUEL and HARDWARE

ANNOUNCEMENT CHANGE OF OFFICE LOCATION

OCEAN BEACH LUMBER COMPANY

Lumber, Cement, Roofing Paper

Office, Yard and Mill — Muir Ave. and Ebers St., O. B.

W. H. RABSAHL, Manager

Lumber, Shingles, Laths, Lime, New office and extra warehouses

Cement, Roofing Material, Wall have been constructed corner Ebers

Board, Etc. street and Muir avenue.

Lumber Estimates Cheerfully Given Phone, Pt. Loma 40-J

RIBBON PENDANTS

BY THURSDAY CLUB

The Arts and Crafts Department

of the Thursday Club will meet next

Monday, April 14, at 2 p. m., at the

home of the chairman, Mrs. George

Foelschow, Loma Portal, to make

dainty ribbon pendants. Those inter-

ested call Mrs. Foelschow, Point

Loma, 246, for list of materials re-

quired.

Keep Posted on "LOMA LORE"

series.

HANDIWORK SALE

TO AID VETERANS

There will be a sale of articles

made by the disabled veterans at

Camp Kearny in the rest room at

Marston's, Friday and Saturday,

April 11-12. Mrs. H. M. Dalzell and

some of the nurses will have charge

of the sale. All the articles are

reasonably priced and everyone is

asked to help these boys by buying

some of their handiwork.

Subscribe for "The Beach News."

Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



EASTER CARDS—FROIDE'S, opp. P. O.*

SPLENDID SERVICES

PRE-EASTER WEEK

AT BAPTIST CHURCH

It is not necessary to go to San Diego to enjoy good music, as the Pre-Easter week will be marked by some very fine services locally. At the Baptist Church on Palm Sunday, April 13th, there will be full musical programs both morning and evening. Also on Wednesday evening, "The Day of Silence," and on Good Friday evening, the crowning service of the week, a solemn memorial of the crucifixion, the music will be of the highest order.

FROM STORKLAND

Born, to Mr. and Mrs. R. W. O'Leary of 4554 Saratoga avenue, 81-pound girl, Saturday, April 5.

Mr. and Mrs. E. Brant, of Niagara avenue and Cable street, became the happy parents of a 10-pound baby girl March 27.

A son was born to Mr. and Mrs. W. Donovan of 4745 Newport avenue on March 29.

DAVENPORT-WALKER

A marriage license has been issued to George L. Davenport and Inez Walker, both of Point Loma.

Honors for the first work on the new Catholic Church property, on DeFoe street at Saratoga avenue have been gained by Mrs. C. W. Whaling and Mrs. P. M. Burrows, who made the dirt fly this week by digging a 100-foot trench through the lot.

Mr. and Mrs. A. H. Haines, former owners of the Home Kitchen, at 1953 Abbott street, have sold their business and moved to San Diego.

Mr. and Mrs. C. F. Near, the Misses Phyllis and Pharyl Near, Lester Near and Loyal Near motored to Lemon Grove last week, to attend the Near-Barnes wedding.

Mr. D. C. Crosby of Muir avenue has been confined to his home the past week with a very bad cold.

Through the kindness of Officer H. T. Webster, of the Ocean Beach Police Station, The Beach News acknowledges the receipt of a copy of the splendid souvenir book of the fourth annual police relief fund publication.

Dolls, which cost from \$10 to \$150, are popular among the smart women of Paris. A celebrated actress has a collection of 200 of these costly playthings.

G. M. Miller, of the Ocean Beach Carpenter Shop, is remodeling two cottages for Mrs. J. C. Mather at 1857 Cable street.

Miss Gladys Merion, of Buffalo, Wyoming, was a pleasant week-end visitor at the home of Mr. and Mrs. George Mack, on Voltaire street.

THE BEAUTY SHOP
Phone Point Loma 63-W.

VERY DELIGHTFUL

SIX O'CLOCK DINNER

At the residence of Mrs. Pearl Archer, 1776 Cable street, an excellent six o'clock dinner and social entertainment was enjoyed last Tuesday evening, the following guests being present: Mr. and Mrs. Antrim and son, Raymond, of San Diego; Mr. and Mrs. George Tincher, of Fort Madison; Mrs. Newhouse and James Willard Newhouse. Miss Pearl Antrim and Mrs. Newhouse entertained with some splendid selections.

SPECIAL ATTENTION

Don't let your neighbors talk about you, by borrowing their copy of The Beach News, when you can subscribe for it at a dollar a year. Just think of it, less than two cents per week for fifty-two weeks.

TEACHER AND CLASS

ENJOY GOOD TIMES

Mrs. George Vaughn entertained the boys of her Sunday school class last Thursday at her home on 1421 Ebers street. The evening was pleasantly spent in playing different games and dainty refreshments were served. The boys in return will take their teacher on a drive and picnic Saturday, April 12, to the Pepper Grove in Balboa Park.

Attend the Ocean Beach civic meeting in the Congregational Church building Monday night, April 14.

ENJOYED WINTER HERE

David Surgenor, who has been enjoying the winter here, visiting his sister and brother-in-law, Mr. and Mrs. John O'Rourke, at 4535 Muir avenue, left for his home in Newburgh, N. Y., early this week.

VISITORS FROM LONG BEACH

Dr. and Mrs. A. T. Watkins and daughter Hasibelle and Miss Beatrice Cochran of Long Beach, are spending a few days with Mr. and Mrs. W. D. Feigley at 4707 Del Monte avenue. Dr. Watkins is a brother of Mrs. Feigley.

Mrs. G. L. Farrington, of 4688 Del Monte avenue, who has been very ill, is now slowly improving.

Miss Alice Baker, of 5087 Naragansett avenue, gave a quilting party yesterday afternoon to a number of invited friends. Dainty refreshments were served by the charming hostess.

Mrs. M. M. S. Stuart arrived at Ocean Beach from New York City last week and is residing at 5087 Naragansett avenue. Mrs. Stuart is very favorably impressed with our climate and may locate here permanently.

L. R. Kerr of 5044 Del Monte avenue, who has been seriously ill with a very bad cold, has fully recovered and is now able to be at his work again.

Read "Loma Lore" every week.

WE CIRCULATE

LOS ANGELES—Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

The BEAUTY SHOP

CLETIS WAGNER

Opposite O. B. Postoffice

Facial Treatments and Cosmetics

Suitable to This Climate

HAIR TRIMMING

MARCEL WAVING

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Phone, Pt. Loma 63-W

Miss L. Parmelee

Announces that she has on sale at FABER'S GROCERY STORES

CAKES, PIES, MUFFINS AND MARMALADE

Prompt attention to phone orders.

Miss L. Parmelee is now prepared to furnish, on short notice, any of her special home-baking products.

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New EASTER Novelties.

Mah Jongg Sets

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Visitors always welcome.

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BIRD and TOY STORE

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Opposite the New Commonwealth Building

J. B. Massé's

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Electrical Appliances Repaired

RE-KEY ANY LOCK

Fishing Tackle Fixed Like New

1957 Abbott St., Ocean Beach



O. B. Gleaners

R.D. CRAPO, Prop.

Cleaning Dyeing Pressing

1928 Bacon St.

Phone Point Loma 30-J

The Maine Garage

OCEAN THEATRE

FRIDAY and SATURDAY

"HIS CHILDREN'S CHILDREN"

with

An All-Star Cast

Admission 15c and 20c

COMING SUNDAY

HARRY CAREY

—in—

"CRASHIN' THRU"

Second Series, of

"FIGHTING BLOOD"

News and Comedy

Two Shows—6:45 and 8:45 p. m.

Admission 15c and 20c

SPECIAL

WED. and THURS.

A BIG SPECIAL

An All-Star Cast

DON'T MISS IT

Admission Children 15c, Adults 30c

Come Early—Show Starts at 7:15

OCEAN BEACH

Merry-Go-Round

Young and Old, Rich and Poor, all ride at same price, 5c each.

OPEN SUNDAY AFTERNOONS

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PIANO AND MANDOLIN
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4727 Newport Avenue

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Located on Ocean

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Quality, Quantity and Service

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The Beach News

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Try our Classified Ads, for Quick
Results—Only a dime a line, five
words to the line, payable in ad-
vance.

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach

Sections of San Diego and the

Entire Point Loma Peninsula

PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue

Ocean Beach, California

Phone Point Loma 17

KIRK SMITH Editor-Owner

KATHERINE SMITH Sec'y.-Treas.

2005 Bacon St.

Legalized as an Official San Diego
City and County Newspaper

Subscription Price, \$1.00 a Year

IN ADVANCE

Single Copies 5 Cents

Advertising Rates Upon Application

LOCAL READERS—Fifteen cents a

line, averaging five words to line.

CLASSIFIED ADS—Ten cents per

line, averaging five words to line.

"Entered as second-class matter Decem-
ber 1, 1922, at the Postoffice at Ocean Beach,
California, under the Act of March 3, 1879."

FRIDAY, April 11, 1924

News contributors and advertising
patrons will please take notice that
the forms of The Beach News close
at noon every Thursday and will
greatly oblige by submitting their
favors accordingly. Write on one
side of the paper only.

Don't Miss "LOMA LORE" series.

Attend the Ocean Beach mass meet-
ing in the Congregational Church
building Wednesday night, April 16.

FREE EASTER EGG

FOR "PINK CENTER"

Ed. Wickern, the polite and popu-
lar proprietor of the Bungalow Gro-
cery at DeFoe and Niagara, gives the
same courteous attention and care-
ful service to children that he does
to his grown-up customers and that's
the reason so many little ones like
to shop there.For the Easter season, Mr. Wick-
ern is making a specialty of all sorts
and sizes of eggs, with harmless dyes
in a wide variety of hues.In the candy line, a free Easter
egg is given to every youngster se-
curing a big chocolate with a "pink
center." Visit the Bungalow store
and try your luck, little ones.

SMELTS RUN ON

THEIR OWN TIME

AT THE BEACHES

The full moon dates set by the
State fish officials for the regular
run of smelts in this section didn't
agree in some way with the time se-
lected by some billion or more of the
shiny, slippery little silvery fish.
They came in swarms last Saturday
and Sunday nights and hundreds of
smelt fishermen and beach folks in
general were made happy.The staff of THE BEACH NEWS
enjoyed a breakfast of smelts last
Sunday, through the kindly thought-
fulness of Miss Anna Bohlman, of
4960 Saratoga avenue, who gener-
ously shared with her friends her big
catch of the night before.Turner B. Kline, the expert fish
fellow and jovial proprietor of the
Sunset Garage on Bacon street, is
authority for the statement that
smelts run with the new moon and
that the next harvest will take place
on May 3 and 4.

COSTLY DWELLING

TO BE ERECTED ON

CHATSWORTH BOULEVARD

A permit has been secured by
Henry Fenton, a well known contrac-
tor, for the construction of a \$40,-
000 dwelling at 2608 Chatsworth
boulevard."Beach News" ads. bring busi-
ness.

G. H. FABER'S No. 4



GROCERTERIA

Mission Beach

Mission Boulevard, at Pismo Court

It's Not Far to a FABER Store

FABER'S Ocean Beach Grocery

The Little Cash Grocery -- Faber's Cash & Carry No. 3

5021 Newport Ave. Pt. Loma 129 2119 Bacon St. Phone Pt Loma 248

Dividend Notice

32nd Consecutive Quarterly Dividend
San Diego Consolidated Gas & Electric Co.

7%

The usual official announcement
has been made by the Board of Di-
rectors of the San Diego Consolida-
ted Gas & Electric Company of San
Diego, California, has declared the
regular dividend of 13/4 per cent on
the preferred stock of the company,
payable April 15, 1924, to share-
holders of record March 31, 1924.

Commercial Department

San Diego Consolidated Gas and Electric Co.

935 Sixth

MAIN 64

Bylesby Engineering and
Management Corporation

WHY BANKS?

REVIEW

By J. H. PUELICHER, Chairman,
Committee on Public Education, American Bankers Association.Those who have been reading these lessons have found banks to
be semi-public corporations, chartered, regulated, and examined by
State or Nation, but owned by private stockholders.

J. H. Puelicher

We found that banks

1. Receive deposits.

2. Make loans.

We found deposits to

1. Savings Deposits.

2. Commercial Deposits.

be of two kinds—

We found that interest is paid on Savings Deposits;
that the people's savings loaned by banks to
farmers, merchants, manufacturers, produce
wages and profits, which make more savings.We found that were it not for the savings of the
past, there could not be capital with which to
build schools, railroads, ships, telephone and telegraph lines, fac-
tories, and the many things which are a part of civilization.We found that the banker pays the savings depositor interest for the
use of his savings and that he loans these to business but charges
business more interest than he pays the saver, so that he could
pay his overhead expenses, absorb occasional losses and pay divi-
dends.We found that bank stock is sold in order to provide capital for the
establishing of the bank; that a stockholder in a bank is com-
pelled to pay, in case the bank should fail and the assets not be
enough to pay depositors, an amount up to 100 per cent of his
stock; that anyone who is able to buy and willing to assume the
risk, may purchase bank stock when it is for sale; and that the
banks of America are owned by many men and women scattered
throughout the country, who have purchased bank stock.We found that banks render in these ways essential economic services
to their communities.Doctor Plays Solo for
Guests, Then Ends LifeSeattle, Wash.—Two minutes after
he had finished playing a clarinet solo
at a musicale recently in the house of
Dr. F. B. Whiting, and without any
warning to the guests, Dr. Albert F.
Mattice, forty, a Seattle oculist, picked
up a revolver from a settee near the
window and fatally shot himself, dy-
ing shortly afterwards.
Doctor Whiting declared that the
revolver was his and that he had taken
it from his grip on removing some
music. He said he had placed it near
the window.
According to friends attending the
musical, no motive could be found
for Doctor Mattice's actions, as he
appeared to be in the best of spirits.

SUBSCRIBE NOW!

Town's Only Barber Is
Placed Under QuarantineStockton, Cal.—The only barber in
the mining town of Melones is under
quarantine for scarlatina with the re-
sult that there is a tense situation in
view of a clubhouse dance, dinner and
program. Miners began trooping into
town during the day and stood about
the barber shop in large numbers, gar-
ing disconsolately at the quarantine
sign displayed on the door.
"They teach us first aid here," said
one of the miners, "but the operation
of a safety razor isn't in the curricu-
lum."
Some of the feminine residents also
were wondering where they would get
their hair bobbed.

Classified Ads Get Quick Results.

CLASSIFIED ADS

ONLY A DIME A LINE

25¢ TERMS CASH

Rates, 10 cents per line, averaging 5
words to a line. No advertisement for
less than 30 cents, all payable in AdvanceFOR SALE—Goats' Milk; R. I. R.
Setting Eggs; Rabbits. "Woodmere,"
4729 Cape May avenue. Pt. Loma
206-J.FOR SALE—1923 Ford SEDAN.
Bargain. Mrs. Betts, 4960 Narra-
gansett avenue, Cottage B.LOST—Heavy gold seal ring; ini-
tials M. M. S. Reward. 5087 Narra-
gansett avenue.FOR SALE—Wicker library table,
oak top; big bargain. 4882 Long
Branch avenue. Phone Point Loma
150-W.OCEAN BEACH CARPENTER
SHOP—All kinds of repair work
done; building and remodeling; prices
reasonable. Under new management.
Call Pt. Loma 70-J.SUDS AND DUDS
of the
POINT LOMA
LAUNDRYWe believe in
Sanitation...
It's the safeguard
of the nation.POINT LOMA LAUNDRY
Phone, Point Loma 378.LAUNDRY CALLED FOR
AND DELIVERED.IF IT'S LAUNDRY WORK,
WE DO IT!—Wet Wash, Rough Dry,
Semi-Finish and Finish Work—

S. D. A. & N. Academy

NAVAL RESERVES

CARRY OFF HONORS

IN DRILL CONTEST

Witnessed by a large gathering of
visitors and military folks, what is
acknowledged to have been one of
the most interesting and successful
military contests of the season was
held at the Army and Navy Acad-
emy in Pacific Beach last Tuesday
afternoon. The army and navy re-
serve battalions were out on dress
parade for the honors for the best
drilled body, and after a heated con-
test the naval reserve battalion car-
ried off the honors.The referees for the army and
navy were Major John L. Davis, jr.,
U. S. R. A.; Capt. John Page, U. S.
A., and Capt. Clement Smith, U. S.
R. A., Col. Thomas A. Davis presid-
ing.Cadet Captain Jack Winn was in
command of the naval reserve unit
and much credit was given this young
officer for his excellent military
ability.After the contest all the visitors
and academy cadets retired to the
chapel, where Col. Thomas A. Davis
spoke on the wonderful growth of
the academy.Interesting talks were also made
by Lieut. L. W. Dort and Lieut. W.
A. Brunnick, with Lieut. J. J. Mc-
Nulty acting as toastmaster. Fifteen
recruits were examined during the
evening."Joe Belardino, proprietor of the
Ocen Beach Market on Niagara ave-
nue, has bought the Economy Mar-
ket, next to the Benbough's Dance
Pavilion, on Newport avenue, and
announces a complete line of fresh
vegetables and fruits at moderate
prices.Keep advertising—and advertising
will keep you!

Religious News

CHRISTIAN SCIENCE SOCIETY

1965 Abbott Street, Ocean Beach

Services are held as follows:

Sunday morning at 11 o'clock.

Sunday School, 9:45 a. m.

Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF
OCEAN BEACH

DeFoe Street at Santa Monica Ave

E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching
at 11 a. m. and 7:30 p. m. Bibl
school at 9:45 a. m. Young People
Union at 6:30 p. m.Wednesday—Mid-week meeting
for praise, prayer and conference at
7:30 p. m. All are invited to these
meetings.Sunday, April 13, sermon topics:
Morning, "The Triumphal Entry."
Evening, "Promise and Fulfillment."
The music will include, morning,
anthem "The Psalms"; duet, "Be-
hold the Man" and "The March to
Golgotha."Evening, "Introduction," Stabat
Mater; solo, "O Savior of the World"
Dudley Buck. Organ numbers from
Rossini.Special Passion Week services
with full musical order will be held
in the church on Wednesday and Fri-
day evenings, to which all are in-
vited.At last Sunday services ten were
received for membership in the
church.On Thursday evening, following
the Easter rehearsal at the Baptist
Church, Mrs. Close and Mrs. Gar-
ner entertained the choir with re-
freshments in the church parlors.UNION CONGREGATIONAL
CHURCH

Rev. Frederic J. Stotzel, Pastor

Sunday School at 9:45 a. m.

Morning worship at 11 o'clock.

Evening service at 7:30 o'clock.

At the morning hour the pasto's
subject will be: "The Great Con-
flict." Appropriate music for Palm
Sunday will be given by the choir.
Trumpet solo, "The Palms," by Mr.
Bromwell Coultas. Anthem, "Ho-
sanna in the Highest" (Gabriel).
There will be the usual song ser-
vice in the evening, at which the
pastor will give a brief expository
sermon on the 17th chapter of St.
John.A special meeting of the Women's
Guild Society will be held on Thurs-
day afternoon at the church. Ar-
ticles and garments will be finished
for the Easter Food and Miscellan-
eous Sale which is to be held at the
Cash Grocery on Saturday, April
19th, 1924, beginning at 10 o'clock.
Much preparation is being made
for all the Easter services. The
Sunday School is steadily growing
and much interest and enthusiasm
is being shown in making Easter the
banner Sunday in attendance. The
morning service will be greatly en-
riched by several numbers by the
choir.A splendid program will be given
in the evening, of music and recita-
tions. Also the young people will
give a short dramatization of the
Easter theme, "The Risen Christ."

CATHOLIC CHURCH

(Corner DeFoe Street and Santa
Monica Avenue)

Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;
Evening service, 7:30; Sunday
school, 9:30 a. m.Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at
10:30 a. m.; Sunday school 11:30
a. m.

TRINITY MISSION EPISCOPAL

Sutcliffe Bldg., 1955 Abbott Street

REV. ARTHUR C. DODD, IN

CHARGE

Sunday school at 9:45 a. m.

Morning service at 11.

Classified Ads Get Quick Results.

The BROWN MOUSE

By HERBERT QUICK

(Copyright by The Bobbs-Merrill Company)

(Continued from last week)

"Let's consider that settled," said the professor. "And now I must be going back to the opera-house. My talk on soil sickness comes next. I tell you, the winter wheat crop has been—"

But Jim was not able to think much of the winter wheat problem as they went back to the auditorium. He was worth the appreciation of a college professor, trained to think on the very matters Jim had been so long mulling over in isolation and blindness!

Callista Simms thought she saw something shining and saint-like about the comely face of her teacher as he came to her at her post in the room in which the school exhibit was held. Callista was in charge of the little children whose work was to be demonstrated that day, and was in a state of exaltation to which her starved being had hitherto been a stranger. Perhaps there was something similar in her condition of fervent happiness to that of Jim. She, too, was doing something outside the sordid life of the Simms cabin. She yearned over the children in her care, and would have been glad to die for them—and besides was not Newton Bronson in charge of the corn exhibit, and a member of the corn-judging team?

To the eyes of the town girls who passed about among the exhibits, she was poorly dressed; but if they could have seen the clothes she had worn on that evening when Jim Irwin first called at their cabin they could perhaps have understood the sense of well-being and happiness in Callista's soul at the feeling of her dress, and the "boughten" cloak she wore—and any of them, even without knowledge of this, might have understood Callista's joy at the knowledge that Newton Bronson's eyes were on her from his station by the big pillar.

"Hello, Callista," said Jim. "How are you enjoying it?"

"Oh," said Callista, and drew a long, long breath. "Ah'm enjoying myself right much, Mr. Jim."

"Any of the home folks coming in to see?"

"Yes, seh," answered Callista. "All the school board have stopped by this morning."

Jim looked about him. There they were now, over in a corner, with their heads together. He went toward them, his face still beaming with that radiance which had shone so plainly to the eyes of Callista Simms, but they saw in it only a grin of exultation over his defeat of them at the hearing before Jennie Woodruff. When Jim had drawn so close as almost to call for the extended hand, he felt the repulsion of their attitudes and sheered off on some pretended errand to a dark corner across the room.

They resumed their talk.

"And as I was sayin'," went on Bonner. "I want to get this guy, Jim Irwin. An' bein' the cause of his gittin' the school, I'd like to be on the board to kick him off; but if you fellows would like to have some one else, I won't run, and if the right feller is named, I'll line up what friends I got for him."

"You got no friend can git as many votes as you can," said Peterson. "I tank you better run."

"What say, Ez?" asked Bonner.

"Suits me all right," said Bronson. "I guess we three have had our fight out and understand each other."

"I don't like the way Colonel Woodruff acts," said Bonner. "He rounded up that gang of kids that shot us all to pieces at that hearing, didn't he?"

"I tank not," replied Peterson. "I tank he was yust interested in how Yennie managed it."

"Well," said Bonner, "he seems to take a lot of interest in this exhibition here. I think we'd better watch the colonel. That decision of Jennie's was crooked."

"Vell," said Haakon Peterson, "talk of crookedness wit' Yennie Woodruff don't get wery fur wit' me."

"Oh, I don't mean anything bad, Haakon," replied Bonner, "but it wasn't an all-right decision. I tank she's stuck on the guy."

The caucus broke up after making sure that the three members of the school board would be as one man in maintaining a hostile front to Jim Irwin and his tenure of office. It looked rather like a foregone conclusion, in a little district wherein there were scarcely twenty-five votes. The three members of the board with their immediate friends and dependents could muster two or three ballots each—and who was there to oppose them?

CHAPTER XIII

The Colonel Takes the Field.

Jim stood apart and alone with his thoughts after his rebuff by the caucusing members of the school board.

"I don't see," said a voice over

against the cooking exhibit, "what there is in this to set people talking. Buttonholes! Cookies! Humph!"

It was Mrs. Bonner who had clearly come to scoff. With her was Mrs. Bronson, whose attitude was that of a person torn between conflicting influences. Her husband had indicated to the crafty Bonner and the subtle Peterson that he was still loyal to the school board, but while consorting with the censorious Mrs. Bonner she evinced restiveness when the school and its work was condemned. Was not her Newton in charge of a part of this show? Was he not an open and defiant champion of Jim Irwin, and a constant and enthusiastic attendant upon, not only his classes, but a variety of evening and Saturday affairs? And had not Newton become a better boy—a wonderfully better boy?

Mrs. Bronson's heart was filled with resentment that she also could not be enrolled among Jim Irwin's supporters. And when Mrs. Bonner sneered at the buttonholes and cookies, Mrs. Bronson, knowing how the little fingers had puzzled themselves over the one, and young faces had become flourey and red over the other, flared up a little.

"And I don't see," said she, "anything to laugh at. I'd like to help them."

Mrs. Bonner was far too good a diplomat to be cornered in the same enclosure with a rupture of relations. "And quite right, too," said she. "The little things ought to be helped—at home and by their mothers."

"Well," said Mrs. Bronson, "take them Simms girls, now. They have to have help outside their home."

(Continued next week)

Do You Know?

HOW SAN DIEGO WAS NAMED

Read the interesting historical facts most delightfully portrayed

by Winifred Davidson in the "Loma Lore" series every week.

DEMISE OF GOTTFRIED HAY

On last Wednesday, April 9, at the advanced age of nearly 93 years, Gottfried Hay passed away at his late residence, 2039 Julian avenue, San Diego. He was a native of Germany and was the father of Mrs. Ed. Weinschenk, Mrs. Fred Vogel, and Mrs. Gus Suckow of Manitowish, Wis.; Dr. E. O. Hay, of Los Angeles; William F. Hay, Mrs. Chas. Anderson and Hugo Hay of San Diego. The deceased was also the father-in-law of Mrs. William F. Hay, sister of Charles H. and George Peltcher, of Ocean Beach.

Attend the Ocean Beach mass meeting in the Congregational Church building Wednesday night, April 16.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of The Beach News, published weekly at 4829 Saratoga avenue, Ocean Beach, Calif., for April 1, 1924.

State of California,

County of San Diego—ss:

Before me, a notary public in and for the state and county aforesaid, personally appeared the owner of The Beach News and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are:

Publisher, Kirk Smith, Ocean Beach, Calif.; editor, Kirk Smith, Ocean Beach, Calif.; managing editor, Kirk Smith, Ocean Beach, Calif.; business managers, Kirk Smith and Katherine Smith, Ocean Beach, Calif.

2. That the owner is (if the publication is owned by an individual, his name and address, or if owned by more than one individual, the name and address of each should be given below; if the publication is owned by a corporation, the name of the corporation and the names and addresses of the stockholders owning or holding 1 per cent or more of the total amount of stock should be given):

Kirk Smith, 4829 Saratoga avenue, Ocean Beach, Calif.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.)

None.

KIRK SMITH,
Editor-Owner The Beach News.

Sworn to and subscribed before me this 3rd day of April, 1924.

(Seal) EDWIN REED.

(My commission expires July 14, 1927).

NEWSPAPER ADS

REACH BUYING PUBLIC

SAYS MR. WRIGLEY

"I believe in newspaper advertising. I spend about a million dollars a year for newspaper space to tell the world about the goods I have to sell."

"Nearly everybody reads the papers and they are the most effective medium to reach the buying public quickly and often."

"Patronize Home Industry" WE CIRCULATE

You'll Like "LOMA LORE" series.

KEEPING AN AUTO IN GOOD ORDER

WALTER FOLCKE

TELLS IMPORTANT FACTS

ABOUT GAS AND OIL

In his interesting series of articles on "How to Keep your Car in Order," the acknowledged auto expert, Walter Folcke, of the Campbell Chevrolet Company, State and B streets, says:

Inspect your gasoline lines and connections to see that they do not leak at any point. Take out the strainer at the top of the vacuum tank and see that it is clear. Drain off a little gasoline from the bottom of the vacuum tank to remove any sediment or dirt that may have collected there.

Make sure that the connections of the pipe on the top of the vacuum tank that leads to the intake manifold is tight. If it is loose, it will allow air to leak in and the tank cannot operate properly.

Open the drain cock at the bottom of the carburetor and drain off some gasoline. If there is a strainer on the carburetor, take it out and see that it is clear. The above inspection should be made once a month.

See that the gas and spark control levers work freely, and take particular pains to see that they close promptly when you retard them.

Accidents happen frequently because the gas lever sometimes sticks or a cotter pin drops out, with the result that when you try to close the throttle, it won't close, and the engine will not slow down. If this ever happens to you, just keep your head and turn off the ignition switch.

Take out and examine all spark plugs once a month. See that they are clean and that the gaps are correct.

Watch the fan belt to see that it is kept adjusted properly. Do not adjust too tightly or it will cause the bushing in the bearing to wear and make the fan noisy, but do not have it too slack, or the belt will slip. Adjust the belt so that you can pull the fan over the pulley with two fingers.

Attend the Ocean Beach civic meeting in the Congregational Church building Monday night, April 14.

BASEBALL LEAGUE

Manager L. A. Shaffer announces that the O. B. Baseball club will play the first game of the championship series on Sunday, April 20.

HOW THEY STAND

Northern County

THE FINAL COUNT

Team	W.	L.	Pct.
OCEAN BEACH	8	2	.800
Escondido	5	3	.625
Carlsbad	6	4	.600
Yellie	1	7	.125
Neighborhood House	1	7	.125
Golden Hill	0	2	.000

FIRST GOOSE EGG

The Ocean Beach baseball club gathered their first goose egg last Sunday, when they were shut out by the Golden Hill team on the latter's diamond. The North County champions were defeated by a score of 5 to 0.

ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.

The MISSION BEACH

\$2,000,000.00 Development

Program Insures for San Diego's Finest BEACH Section a Growth and Prosperity rivaling that of Los Angeles beach cities.

Don't Watch Mission and Ocean Beaches Grow—
Grow With Them!

MISSION BEACH COMPANY

101 Broadway, Spreckels Theatre Building,

S.E. Cor. Broadway and First St., San Diego.

G. L. Barney—SALES AGENTS—T. A. Rife

TRACT OFFICE OPEN DAILY

Who's Who in Officialdom

SAN DIEGO CITY OFFICIALS

Mayor—John L. Bacon.
Common Council—John A. Held, Fred A. Heilbron, Virgilio Brusch, Harry K. Weitzel, Don M. Stewart.
Manager of Operation—F. A. Rhodes.
City Attorney—Shelley J. Higgins; chief deputy, Arthur F. H. Wright.
City Clerk—Allen H. Wright; chief deputy, Fred W. Sick.
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.
Superintendent of Purchasing Department—W. H. Cameron.
City Engineer and Superintendent of Street—F. A. Rhodes.
Building Inspector—O. G. Knecht.
Electrical Inspector—A. E. Johnstone.
Sewer Inspector—W. B. Harper.
Boiler Inspector—Joseph Hazell.
Tenement House and Plumbing Inspector—A. C. Goedel.
Chief of Police—James Patrick.
Chief of Fire Department—Louis Almgren, Jr.
Chief Justice—Claude L. Chambers.
Poundmaster—C. K. Maupin.
Chief Janitor City Hall—F. Bachr.
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell.
Superintendent, C. A. Kane.
Board of Education—Claude Woolman, Marjorie Potter, D. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.
Health Officer—Dr. A. M. Lessem.
Secretary, G. H. Sieverling.
Civil Service Commission—Stanley Hale, Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.
Harbor Commission—W. C. Crandall, M. A. Graham, J. W. Sefton, Jr.
Harbormaster—Joseph Brennan.
Playground Commission—M. F. Heller, D. A. Ellsworth, H. C. Miller, Mrs. Celia A. Dunham, Dr. Mary E. Ritter, Superintendent, Frank H. Elmhurst.
Board of Education—Claude Woolman, Edgar F. Hastings, Jacob Weinberger, Mrs. Anna M. W. Connell, Mrs. Lena Crouse, Secretary, Will Angier.
Board of Park Commissioners—W. T. Johnson, Huga Klauber, J. F. Howard, Jr., Superintendent of Parks—J. G. Morley, Executive Secretary, T. Faulkner.
Board of Library Commissioners—D. W. Schick, Mrs. Marion A. Lippitt, W. R. Wheeler, Librarian, Athia H. Warren.

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WE CIRCULATE

SAN DIEGO COUNTY OFFICIALS

County Clerk—J. B. McLees; chief deputy, L. L. Halley.
District Attorney—Chester C. Kempley.
Sheriff—James C. Byers; under-sheriff, E. F. Cooper.
Auditor—Chauncey R. Hammond; chief deputy, A. B. Cunningham.
Assessor—George W. Moulton.
Treasurer—George W. Weston.
Tax Collector—Herbert A. Croghan.
Recorder—John H. Ferry; chief deputy, N. C. Parsons.
Public Administrator—Edwin Reed.
Coroner—Schuyler C. Kelly; autopsy surgeon, Dr. John J. Shea.
Surveyor—Ernest K. Childs.
County Supt. of Schools—Ada York.
Superior Court Judges—Dept. 1, S. M. Marsh; Dept. 2, W. P. Cary; Dept. 3, E. A. Luce; Dept. 4, C. N. Andrews.
Board of Supervisors—Mildred Green, 1st district; E. A. Hornbeck, 2nd district; J. Foster, 3rd district; C. L. Good, 4th district; Thomas Hurley, 5th district.
Justices of the Peace (San Diego Township)—Lacey D. Jennings, Dept. 1; Charles B. DeLong, Dept. 2.
Constables (San Diego)—Geo. H. Cooley, Harry E. Webber.

POSTOFFICE SCHEDULE

H. K. Rankin, Postmaster

* Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department

Phone 622-44

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